

WE'RE DRIVING EXCELLENCE

Be present (devices off if possible)

Be helpful

Be specific

Be concise



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* ZOOM-IN

30,000 FEET
Is content appropriate for the audience?
Could the audience/reader summarize the gist?

10,000 FEET
Is the information well-organized?
Does it progress/unfold in a logical fashion?
FOREST
Is logic tight connecting rationale, objective, methods
and results?
Is writing style crisp and compelling?

TREES
Is word choice consistent?
For presentations
Quick slide-by-slide feedback
For written materials
Section-by-section or
Paragraph-by-paragraph feedback
Include tables and figures

For posters
Section-by-section feedback

LEAVES

Font size, readability
Table and figure legends
Typos

CHLOROPHYLL

Choice of stronger words
Use of symbols
Micro-edits
References

*Be prepared to spend the most time at the highest level that needs attention.
Most sessions will not cover all levels.
Provide written markup to help cover items that were not discussed.



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